



August 13, 2024

MEMORANDUM

TO: Christie Torok, California Public Utilities Commission

FROM: Jeff Mitchell, Principal of Market Transformation & Clarissa Kusel, Program Manager

SUBJECT: Scope change to Chefluencer Strategy Pilot

This memo describes proposed scope changes to the Chefluencer Strategy Pilot related to the Induction Cooktops & Ranges Advancement Plan research.

Approved Chefluencer Pilot Overview

As part of development of the [market transformation idea focused on induction cooking](#), a strategy pilot [was approved](#) to test interventions and messaging that could be used to change public opinion, build awareness on the benefits of induction cooking, with ultimately building demand for induction cooktops and ranges. This pilot aimed to build upon the work that others have already been advancing in California, including the Building Decarbonization Coalition (BDC), on creating messaging, marketing and a successful "Chefluencer" program. The pilot planned to work with BDC to test applying the Chefluencer approach and messaging in partnership with big box retailers, to better understand how effective seeing and hearing about the benefits of induction were at changing hearts and minds of prospective consumers.

The Chefluencer Strategy Pilot sought to answer the following questions:

- Do Chefluencer events change public opinion?
- Which messages regarding the benefits of induction cooking resonate the most with retail consumers?
- Are Chefluencer participants motivated to purchase induction technology if the event is coupled with a coupon for the purchase of a product?
- Determine retailer sales associate training and messaging needs to talk about and push for induction technology.

Proposed Changes to Chefluencer Pilot

After discussing the Chefluencer pilot with big box retailers such as Lowe's, Best Buy, and Nationwide, it was clear that CalMTA's six-month timeline is not feasible to launch and implement this strategy pilot in the timeframe available. Corporate timelines require internal certification processes and internal review and approvals that elongate the timeline to a year or more. Due to

CalMTA’s intent to incorporate findings from this strategy pilot into our upcoming Induction Cooktops & Ranges MTI Plan, a modified approach is required to accelerate the project timeline.

This modified scope will focus on 10-15 Chefluencer events scheduled and to be planned from August to October 2024 occurring at farmer’s markets, community centers, and community learning events throughout California. This is an increase from the estimated 10 events scoped for retail settings. Similar to the original scope of work, BDC will provide experienced “Chefluencers” to lead engaging, culturally relevant cooking demonstrations using induction stovetops. These will occur in English, Spanish and Tagalog. CalMTA will supplement these events with raffles and/or a gift cards to incentivize participants to complete event surveys at all the events describing their perceptions around induction cooking.

Survey results will be used to assess the effectiveness of such messaging approaches, with the results being shared publicly through a written report and a public webinar.

This modified strategy pilot seeks to achieve two objectives from the original scope:

Do Chefluencer events change public opinion? The pilot will target 10-15 Chefluencer events over a three-month period. These events will feature an experienced chef who demonstrates the induction technology, discusses their benefits, and answers audience questions. CalMTA’s implementation team will deploy a survey mechanism to gather participant experiences and gauge their opinions on induction cooking and their likelihood to purchase an induction appliance in the future.

Which messages regarding the benefits of induction cooking resonate the most with retail consumers? BDC has built a library of tools and messages in multiple languages on induction that can be delivered during the Chefluencer events and concurrent media campaigns. Through consumer surveys, the pilot can determine which messages resonate the most with consumers to help build messaging for a consumer campaign that will likely be needed in the next phase of this MTI.

Original compared to revised Strategy Pilot cost estimate:

Task	Original Cost Estimate	Updated Cost Estimate	Approved Estimate Reduction
Task 1: Scope Agreement, Project Kickoff, Program Management	\$75,000	\$68,250	\$6,750
Task 2: Planning, Design & Incentives	\$144,000	\$115,950	\$28,050
Task 3: Implement Pilots and Deploy Marketing Materials	\$540,000	\$324,900	\$215,100

Task 4: Pilot Evaluation Support	\$107,000	\$107,000	\$0
TOTAL	\$866,000	\$616,100	\$249,900

The modified budget is the result of a few changes in the scope of work that reduced the costs including:

- Tasks 1 and 2 costs are reduced because we are leveraging a number of the regular Chefluencer event plans while adding dates at various locations. Task 2 also includes the purchase of gift cards and raffle items for survey incentives.
- Task 3 costs are less because of reduced need for coordination, set up, and training that was previously required for the pilot to take place at retail locations. This task also includes limited additional expenses for on-site photography and video for CalMTA needs, and the purchase of gift cards and raffle items for survey incentives.

Pilot Timeline & Events

August 21: Spanish-speaking event in Richmond, CA
September 13: LA Basset Heights
September 22: Sunday Streets in San Francisco
October 1: Brentwood, Bay Area
October 5: Eco Fair in San Diego
October 24: Tagalog-speaking event in Daly City

**More events are currently being scheduled/ finalized